

What is claimed is:

1. An electronic commerce system using an information communication network, comprising

an item database with which a seller registers items
5 composing a product in a combination of the items to open to the public for a coordinator;

a coordinate database with which the coordinator registers combinations of items that the coordinator coordinates using the items registered with the item
10 database; and

a settlement mechanism that opens the coordinate database to the public for a consumer to receive an order of an item from the consumer, while clearing up payments of a charge from an account of the consumer and to the
15 seller when transaction is completed.

2. The electronic commerce system according to claim 1, further comprising:

at least one virtual coordinator which assists the consumer in searching the coordinate database according
20 to a request from the consumer.

3. The electronic commerce system according to claim 2, wherein the virtual coordinator presents the combinations of items coordinated to the consumer, receives a response indicative of whether the consumer
25 is interested in each presented combination of items, and based on the reply from the consumer, searches for a combination of items coordinated suitable for a

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4. The electronic commerce system according to claim 3, wherein when an item is returned from the consumer who purchased the item, the virtual coordinator searches for a combination of items coordinated suitable for the preference of the consumer in which information on a returned item is reflected.

6. The electronic commerce system according to claim 2, wherein the coordinate database stores coordinate data having combinations of items coordinated, and image-words and coordinator identification name, attached to respective combinations, which the coordinator assigns to each combination of items coordinated, and the virtual coordinator fetches item data, an image-word and the coordinator identification name contained in each combination of items coordinated as keywords, and searches for a combination of items suitable for a preference of the consumer corresponding to a degree of keywords being contained in the coordinate data replied from the consumer on whether the data interests the consumer.

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